

# INSCAPE

**FOR IMMEDIATE RELEASE**

## **Inscape Celebrates Opening of Redesigned Showroom & Announces Winners of First INmagine Design Competition**

**Holland Landing, Ontario, June 3, 2010** – Inscape Corporation, a leading designer, manufacturer and distributor of innovative workplace solutions, celebrated the opening of its redesigned Holland Landing, ON, showroom by hosting over 150 designers from the Toronto area. Guests were brought to the elegant showroom celebration in stretch limousines and they enjoyed an evening of good food, music and fun while exploring Inscape's new showroom. Featuring Inscape's newest product introductions, Tisch, Planna and Scala, the showroom showcases how Inscape products can be integrated to create contemporary planning applications, including open, benching, and lower-panel workstations, as well as more traditional applications. Inscape's Reform movable wall product is also prominently featured in various private office and meeting room configurations.

The winners of Inscape's first INmagine Design Competition were announced at the event. The competition was launched in partnership with ARIDO (Association of Registered Interior Designers of Ontario) and challenged designers to re-think the future of storage and to present concepts of their vision. A panel of 6 judges selected the winners from 22 excellent submissions. The judging panel was comprised of Theo West-Parks, President of ARIDO, Lindsey and Gerry Anacleto of Anacleto Design, Valerie Gow of Gow Hastings Architects, Elizabeth DiFrangia of R C G and Sharad Mathur of Inscape. Each submission was judged based on concept, relevance, aesthetic, function and presentation quality with a possible 10 points awarded in each category by each judge. The teams with the three highest average scores were declared the winners of the competition.

"We are thrilled with the response to the first INmagine design competition. What began as a concept to engage designers to re-think and visualize the future of the workplace a few short months ago has come to fruition with a variety of excellent designs that address the changing office landscape", said Sharad Mathur, Inscape's Vice President of Marketing. "Many of the designs addressed evolving storage needs to accommodate smaller and wireless technology options. In the next few months, we will be exploring the feasibility of developing the winning entry into a marketable product with the winning design team", continued Mr. Mathur. In the first of what is planned to be an annual contest, the INmagine design competition will also be rolled out to major cities in the US.

The objective for the design competition was twofold. The first was to engage with local designers and expand our presence in this market. We also wanted to establish an ongoing competition that would allow designers to contribute their ideas for product development. Since they deal with the realities of meeting the functional and aesthetic needs of their clients on an ongoing basis, the INmagine design competition provides them with the opportunity to contribute ideas that could lead to product solutions for their clients.

To demonstrate that Inscape was serious about the competition, cash prizes totaling \$8,000 were offered, with a top prize of \$5,000. The impressive quality of the submissions received attest to the fact that the designers wanted to win the INmagine competition.

Theo West-Parks, President of ARIDO and principal of Westparks+Associates Inc., presented the awards to the winners. "ARIDO is pleased to have partnered with Inscape in this new and inventive competition. It is the responsibility of the designer to know the needs of their clients and the products that can be recommended and used. Interior designers are intimately aware of the importance of product design and its application in the marketplace. The ARIDO members who entered this competition put a tremendous amount of effort into their solutions. The resulting high calibre of entries made the judging process a difficult one," said Ms. West-Parks.

We congratulate the design teams that won the following prizes:

**INmagine Platinum Award - \$5,000**

**Design Name – "One"** by Robin Long Zhao, Bryan Chartier and Guy Painchaud of B+H

**INmagine Gold Award - \$2,000**

**Design Name – "Desktop"** by Janice Kee-Son, Freelance Designer and Silvia Pontuschka, Ital Interiors Contract

**INmagine Silver Award - \$1,000**

**Design Name – "Traverse Tables"** by Karen Holmberg-Cash, Humanature and Tamsin Ford, Innerspace Design Studio

The showroom celebration ended with draws for two Apple iPads (a much in demand prize since the iPads were not available for sale in Canada yet). The lucky winners of the iPads were Jeff Barrett of Bennett Design and Luigi Caruso of R C G.

**About ARIDO**

ARIDO is the professional association for Interior Designers in Ontario. ARIDO's mandate is to serve the interests of both the public and the interior design industry. It does so by registering interior designers who voluntarily meet required standards of education, experience and examination. For more information on ARIDO, please visit [www.arido.ca](http://www.arido.ca).

**About Inscape**

Headquartered in Holland Landing, Canada, Inscape is a leading designer and manufacturer of innovative solutions for today's constantly evolving workplace, offering a range of award-winning products and services, including office furniture systems, filing and storage, desking, casegoods and architectural products.

For more information, please visit [www.inscapesolutions.com](http://www.inscapesolutions.com).

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